





It's about...

Space to learn & play

Space to be safe & secure

Space to create & imagine

It's about...

Connecting People

Connecting Parks

Connecting Programs

Connecting Communities

Connecting Californians

It's about...

Educating

Informing

Engaging

Participating

Learning

Changing

Leadership Mobilization

It's about...

POWER OF PLACE

How it started

Healthy Parks Program/Coalition/Alliance/Campaign

A need for an entire region to focus around an issue of relevance affecting the park and recreation profession (one voice).

Developed the Parks Summit of Los Angeles County

Directors and their delegates invited to be at table (Director's Roundtable) discussing issues of relevance to the park and recreation profession.

2003 MOU “creating community”

2004 Healthy Parks Program (how we as a profession could affect the health of a community or neighborhood)

2005 Healthy Parks Program (campaign continues)

How it started

In response to the alarming number of overweight and unfit children, teen and adults in Los Angeles County.

FACT: Too many California adults are tipping the scales at an unhealthy weight. UCLA, Health Policy Research Brief, April 2005

FACT: 21% of California Residents 18 and older are considered obese. 35% considered overweight (over 14 million residents). UCLA, Health Policy Research Brief, April 2005

FACT: California given an “A” for its attempt to control childhood obesity. A “B” given for its overall efforts to control obesity.

The University of Baltimore Initiative: “The U.S. Obesity Report Card.” CDC, May 2005

FACT: 30,000 deaths in California due to poor diet/physical inactivity. CDC/NIH

FACT: Urban Los Angeles and Central Valley highest rates of overweight adults. CDC/NIH

FACT: \$11.2b lost productivity; \$10.2b direct/indirect medical care; \$7.68b medicaid/medicare; \$388m workers compensation

CDC/NIH

Healthy Parks is about...being an essential partner in promoting and supporting healthy lifestyles and community living through

People	Partnerships	Programs & Services
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Public Visibility	Places & Spaces	Policies & Practices
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Performance Indicators (changing how we evaluate what we do)

HEALTHY PARKS PROGRAM

Mission: Creating healthy communities through people, parks and programs by offering family-oriented and culturally informed, health, nutrition, exercise programs and educational opportunities that work together to improve the quality of life for all.

Target: children and their families

staff

88 cities

friends of parks and recreation

Other County Departments, Commission, and Councils

Districts within CPRS (California Park & Recreation Society)

#'s: A lot!

IN EVERY PARK (147) through **EVERY PROGRAM**

County of Los Angeles Department of Health Services; Public Social Services; Children and Family Services; Chief Administrative Office; Mental Health; Public Library; Community and Senior Services

Los Angeles County Office of Education; Los Angeles Unified School District; Children's Planning Council/Service Planning Areas; California Park & Recreation Society; National Recreation and Park Association; State of California Department of Parks and Recreation; First 5 LA; Kids in Sports; American Cancer Society; Antelope Valley Partners for Health; Northeast Valley Health Care; Dairy Council of California; AltaMed; Sports Fitness International; California Children's 5-A-Day; Academy for Educational Development -WE CAN; Fitness for Kids, Mr. World Fitness, Franco Carlotto; Friends of Greater Los Angeles Parks

“Where, after all, do universal human rights begin? In small places, close to home-so close and so small that they cannot be seen on any map of the world. Yet they are the world of the individual person... Such are the places where every man, woman, and child seeks equal justice, equal opportunity, equal dignity without discrimination. Unless these rights have meaning there, they have little meaning anywhere. Without concerted citizen action to uphold them close to home, we shall look in vain for progress in the larger world. -Eleanor Roosevelt

IT STARTS IN PARKS